

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
2 March 2006 (02.03.2006)

PCT

(10) International Publication Number  
**WO 2006/022503 A1**

- (51) International Patent Classification<sup>7</sup>: **G06F 19/00**
- (21) International Application Number:  
PCT/KR2005/002766
- (22) International Filing Date: 22 August 2005 (22.08.2005)
- (25) Filing Language: Korean
- (26) Publication Language: English

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

- (30) Priority Data:  
10-2004-0066500 23 August 2004 (23.08.2004) KR  
10-2005-0076798 22 August 2005 (22.08.2005) KR

(71) Applicant (for all designated States except US): **RETAIL TECH CO., LTD.** [KR/KR]; #203 SULIM BUILDING, 700-1, Yeoksam-dong, Gangnam-gu, SEOUL 135-080 (KR).

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

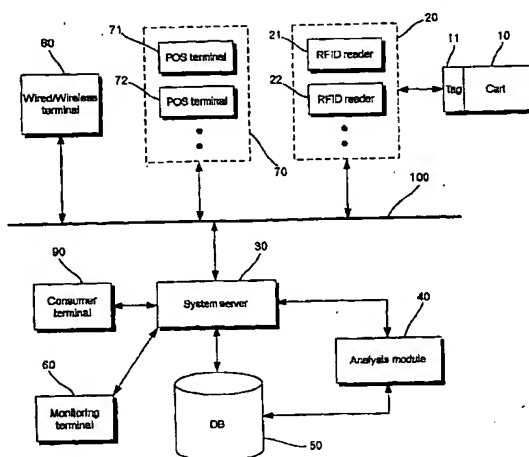
- (71) Applicant and  
(72) Inventor: **AHN, JAE MYUNG** [KR/KR]; 101-1602, MUNRAE KUNYOUNG A.P.T., 93-1, Munraedong-3GA, Youngdeungpo-gu, SEOUL 150-836 (KR).

Published:  
— with international search report

- (74) Agent: **JEON, JONG HAG**; 811 Sungji Heights III B/D, 642-6, Yeoksam-dong, Kangnam-gu, Seoul 135-717 (KR).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **SHOPPING PATTERN ANALYSIS SYSTEM AND METHOD BASED ON RF**



(57) Abstract: Disclosed is a system and method for detecting a location of a consumer in a store using a RFID, analyzing a shopping traffic line of the consumer by checking shopping time of the consumer in a zone in the store and tracing the location of the consumer, and analyzing a shopping pattern of the consumer using a result of the analysis of the shopping traffic line. The system includes a tag attached to a shopping cart and having mobility corresponding to a shopping consumer; a plurality of readers for reading information of the tag through local area radio communication and transmitting the read information through a network; an analysis module for analyzing a shopping pattern of the consumer from the information of the tag read by the readers; a database in which the information of the tag and analysis data of the analysis module are stored; a system server for managing the analysis data of the analysis module by performing communication with the readers, and controlling the analysis module and the database; and a monitoring terminal for receiving a result of the analysis for the shopping pattern from the system server and displaying the received result of the analysis.

WO 2006/022503 A1